

Message Text

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64

ACTION EA-09

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R 190151Z DEC 75
FM AMEMBASSY TOKYO
TO USDOC WASHDC
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UNCLAS TOKYO 18000

E.O. 11652: N/A

TAGS: BBSR, JA

SUBJECT: ANNUAL MARKET RESEARCH CONTRACT, FY 1976 - JAPAN

REF: USDOC 17197

1. SIX BIDS FOR SUBJECT PROJECT RECEIVED. COPIES OF BIDS AIRMAILED
TO OIM DEC. 10, 1975. BID PRICES ARE AS FOLLOWS: (EXCHANGE RATE:
US\$1.00-YEN300)

	PRICE PER STUDY	PRICE FOR TOTAL 3 STUDIES
DODWELL MARKETING	YEN 1,050,000 (\$3,500)	YEN 3,150,000 (\$10,500)
CONSULTANTS (DMC)		

PACIFIC PROJECTS,	YEN 1,170,000 (\$3,900)	YEN 3,510,000 (\$11,700)
LTD. (PPL)		

A.T. KEARNEY	YEN 1,185,000 (\$3,950)	YEN 3,555,000 (\$11,850)
INT'L, INC. (ATK)		

PEAT, MARWICK,	YEN 1,200,000 (\$4,000)	YEN 3,600,000 (\$12,000)
MITCHELL & CO. (PMM)		

MITSUBISHI CHASE	YEN 1,500,000 (\$5,000)	YEN 4,500,000 (\$15,000)
MANHATTAN CONSULTING		
CO., LTD. (MCMC)		

FUJI NATIONAL CITY	YEN 2,100,000 (\$7,000)	YEN 6,300,000 (\$21,000)
CONSULTING LTD. (FNCC)		

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2. BELIEVE FNCC SHOULD BE DROPPED FROM CONSIDERATION BECAUSE OF ITS HIGH PRICE. MCMC ALSO SEEMS TO BE OUT OF ACCEPTABLE PRICE RANGE. FURTHERMORE, WE WOULD PREFER NOT TO GIVE CONTRACT TO MCMC SINCE EMBASSY HAS NOT HAD CHANCE TO EVALUATE ITS FIRST GMR ON BUILDING PRODUCTS, SUBMISSION OF WHICH DELAYED BY RECENT RAILWAY STRIKE (TOKYO 17823).

3. ON BASIS OF THEIR PAST MR WORK FOR COMMERCE, EMBASSY BELIEVES EACH OF REMAINING FOUR FIRMS COULD DO CREDITABLE JOB ON ANNUAL CONTRACT AND SHOULD BE GIVEN CONSIDERATION BY OIM. THOUGH DMC'S PRICE SOMEWHAT LESS THAN OTHERS, DO NOT BELIEVE THIS SHOULD BE MAJOR CONSIDERATION GIVEN OIM'S INTEREST RAISE OVERALL QUALITY OF MR REPORTS AND OBVIOUS STRENGTHS OF OTHER THREE FIRMS.

4. REALIZE OIM HAS NOT BEEN COMPLETELY SATISFIED WITH CERTAIN ASPECTS OF ATK'S MR REPORTS UNDER FY 75 CONTRACT, PARTICULARLY WEAKNESS OF SECTION ON "RATIONALE FOR PRODUCT SALES POTENTIAL." IN THIS REGARD, LATEST REPORT COMPLETED BY ATK, "LASER AND ELECTRO-OPTICAL INSTRUMENTS" (AIRMAILED OIM DEC. 15), APPEARS TO BE SOMEWHAT STRONGER IN THIS SECTION. EMBASSY HAS ALWAYS FOUND ATK EXTREMELY RESPONSIVE TO GUIDANCE AND BELIEVE THIS FIRM WOULD DO ITS UTMOST TO MEET OIM'S NEEDS.

5. SINCE SUBJECTS OF ANNUAL MR REPORTS NOT KNOWN, DIFFICULT TO EVALUATE RELATIVE STRENGTHS OF FIRMS BASED ON THEIR RECENT EXPERIENCE. WITH REGARD TO DEPTH OF PERSONNEL, ATK (AND SUMITOMO WITH WHICH IT IS ASSOCIATED) AND PMM WOULD APPEAR TO BE STRONGEST. PMM ALSO HAS ADVANTAGE OF HAVING BEEN ANNUAL CONTRACTOR IN FY 72 AND FY 73.
HODGSON

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